

Here's a focused Social Media Marketing Funnel specifically for selling your PDF notes — broken down into 4 stages, with tactics tailored for solo creators or educators:

✦ OVERVIEW: Social Media Funnel to Sell PDF Notes

✓ Funnel Stages:

Awareness – Attract potential customers

Interest & Engagement – Get them to care and interact

Conversion – Drive sales

Retention & Referrals – Encourage repeat purchases & word of mouth

🔥 1. Awareness (TOFU) – “Who are you?”

Goal: Show you exist and offer value

Platforms: Instagram, TikTok, YouTube Shorts, Twitter

Tactics:

✓ Reels/Shorts:

“3 tips from my Physics notes to score better in NEET”

“This trick helps students remember Periodic Table groups – straight from my PDF notes”

✔ Infographics/Carousels:

“5 common mistakes in Math derivations”

✔ Relatable Memes:

Mix humor + pain points (“When you try to revise 10 chapters in one night” → then offer your notes as a solution)

✔ Quote posts or short advice: “Read this if you're behind on your syllabus...”

☞ Call to Action (CTA):

“Follow for daily tips”

“Check my bio for free samples”

💡 2. Interest & Engagement (MOFU) – “Why should I care?”

Goal: Build trust, highlight the value of your notes

Tactics:

✔ Free Sample Notes:

Offer 1–2 pages as a lead magnet in exchange for an email or DM

✔ Comparison Posts:

“This is a textbook page → this is how my notes simplify it”

✔ DM Automation/Lead Funnel:

“DM me ‘NOTES’ to get a free sample + pricing”

✔ Testimonials/Reviews:

Screenshot positive feedback from students (“These notes helped me finish revision in 3 days”)

✔ Q&A Stories:

“Ask me anything about my notes – I’ll answer in my stories”

👉 CTA:

“Download free preview”

“See what students are saying”

🛒 3. Conversion (BOFU) – “How do I buy?”

Goal: Make the sale happen

Tactics:

✔ Link-in-bio store: Use Gumroad, Payhip, or Stan Store for fast digital delivery

✔ Limited-time offers:

“Only ₹99 until midnight”

✔ Bundles:

“Buy Notes for all 3 subjects and get a bonus cheat sheet”

✔ Highlight urgency:

“Exam in 15 days? Use these notes to revise everything in 5 hours”

👉 CTA:

“Tap to buy now”

“Unlock full notes instantly”

🌱 4. Retention & Referrals – “Will they buy again or tell others?”

Goal: Turn buyers into advocates and repeat customers

Tactics:

✔ Thank-you emails with bonus material or updates

✔ Referral discount:

“Refer a friend and get ₹50 off your next set”

✔ Ask for reviews:

“Send your review and get a 10% discount coupon”

✔ Exclusive offers for past buyers

☞ CTA:

“Join my student community”

“Leave a review and get a reward”